

TRAVEL  **OREGON**

AGENDA

1. PARAMETERS
2. OBS & STRATS
3. ASSETS
4. TARGET
5. RECOMMENDATION
6. BUDGETS & FLOWCHART
7. NEXT STEPS



OBS & STRATS: OVERVIEW

MEDIA OBJECTIVE

Invite Oregonians to celebrate local travel once again! Drive awareness and inspire bookings through enticing creative and impactful media. Leading up to holidays, drive newsletter leads and share resources to promote safe travel behavior.

KEY STRATEGIC PILLARS



OBS & STRATS: CHANNELS BY PILLAR

Inspire

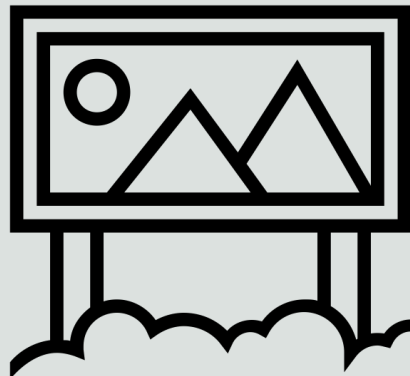
Engage

Convert

Broad Awareness

Impactful Connections

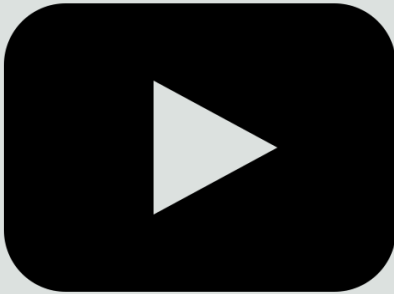
Booking Tactics



OOH



OTT



Digital Video



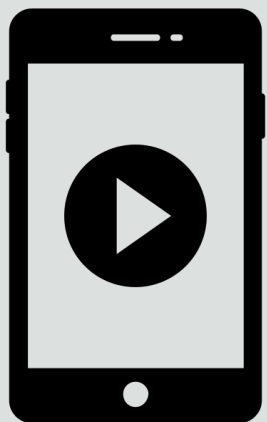
Remarketing



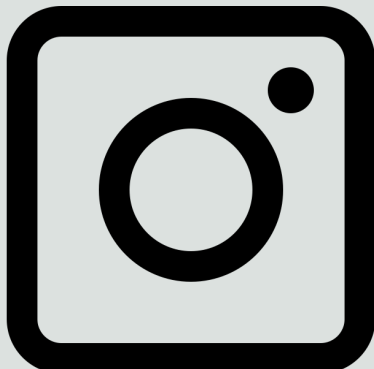
OTAs



Sponsorships



Paid Social



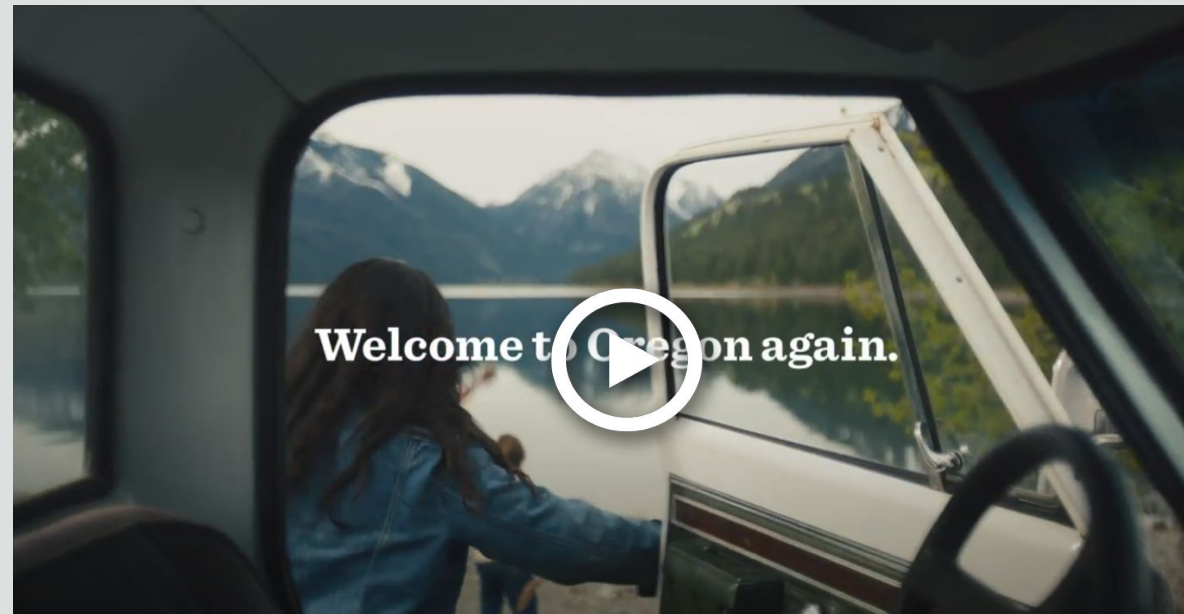
Organic Social



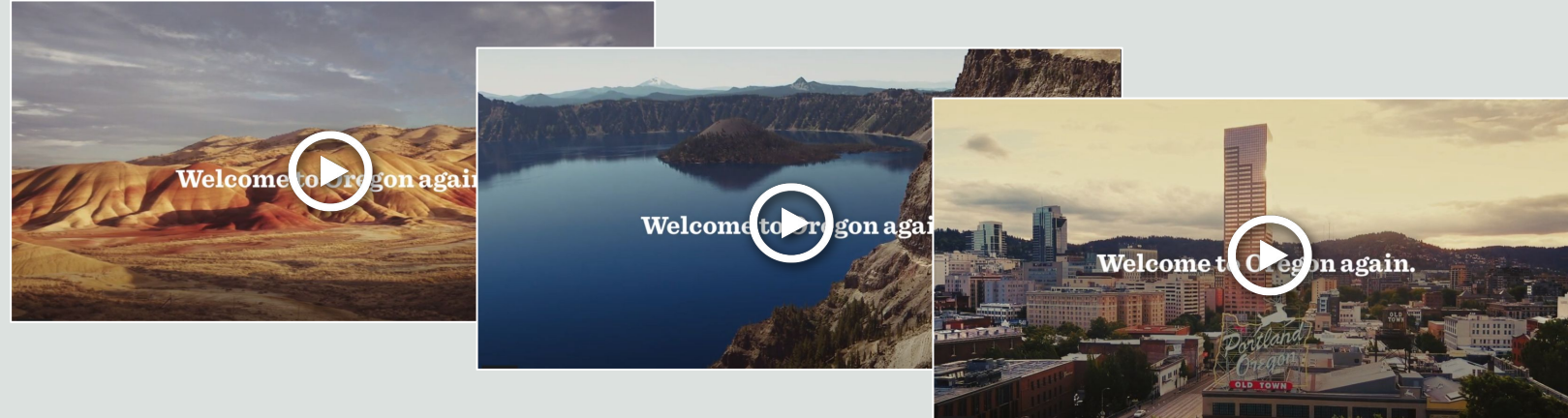
Leads

ASSETS

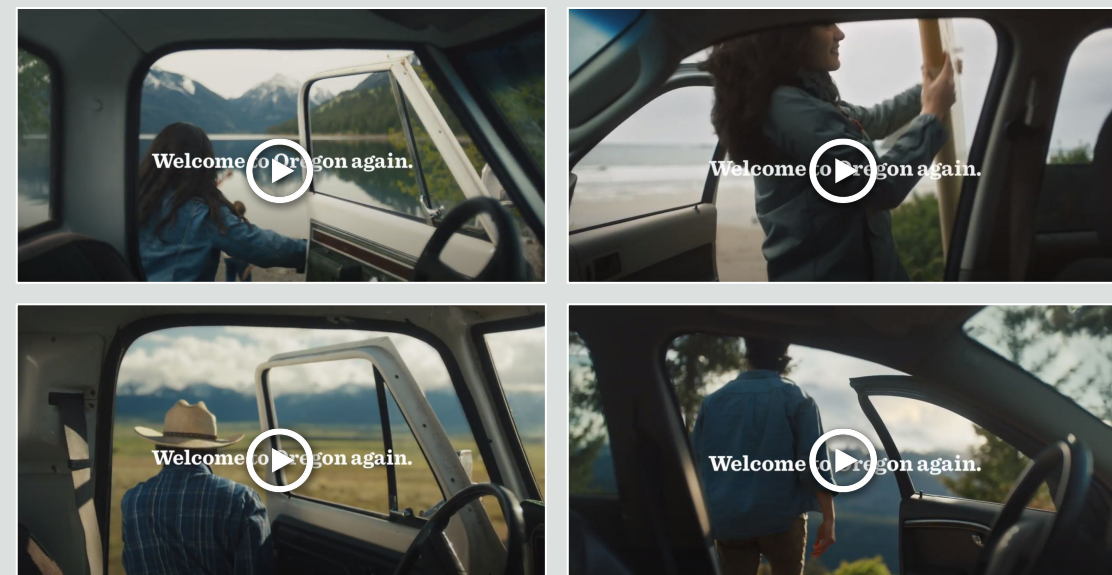
Video



1x :30 Video



3x :15 Videos

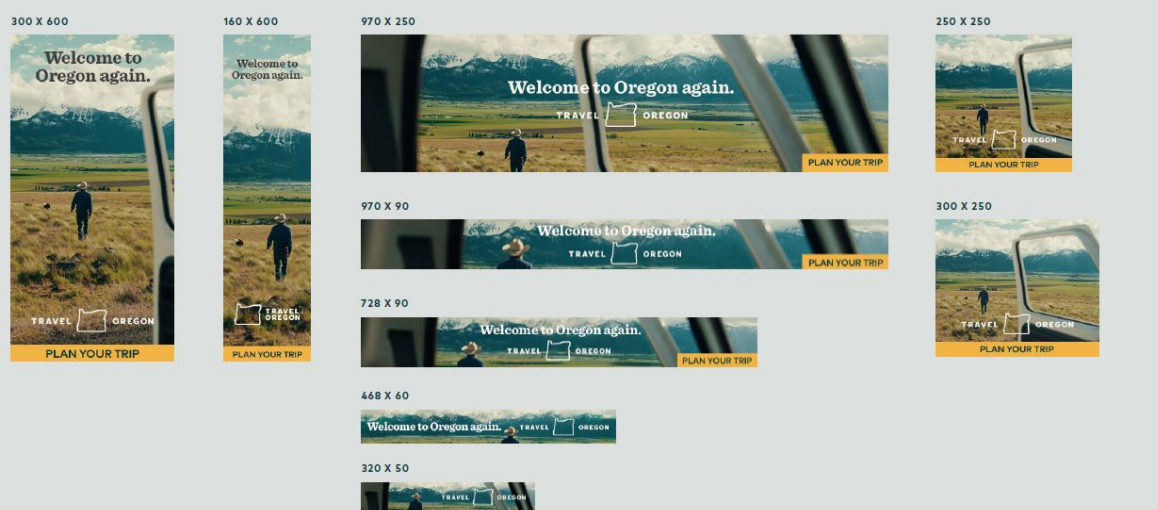
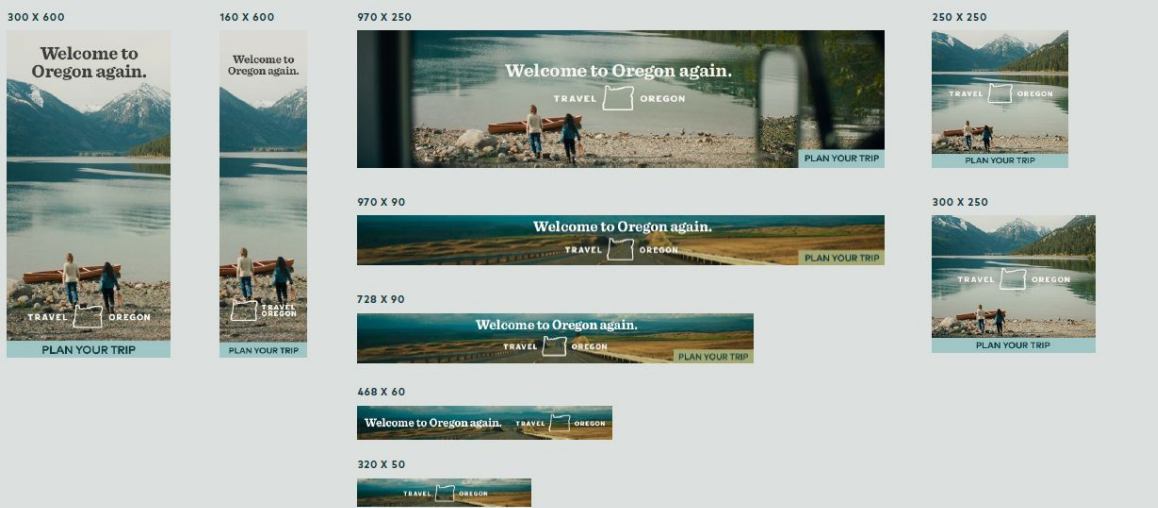
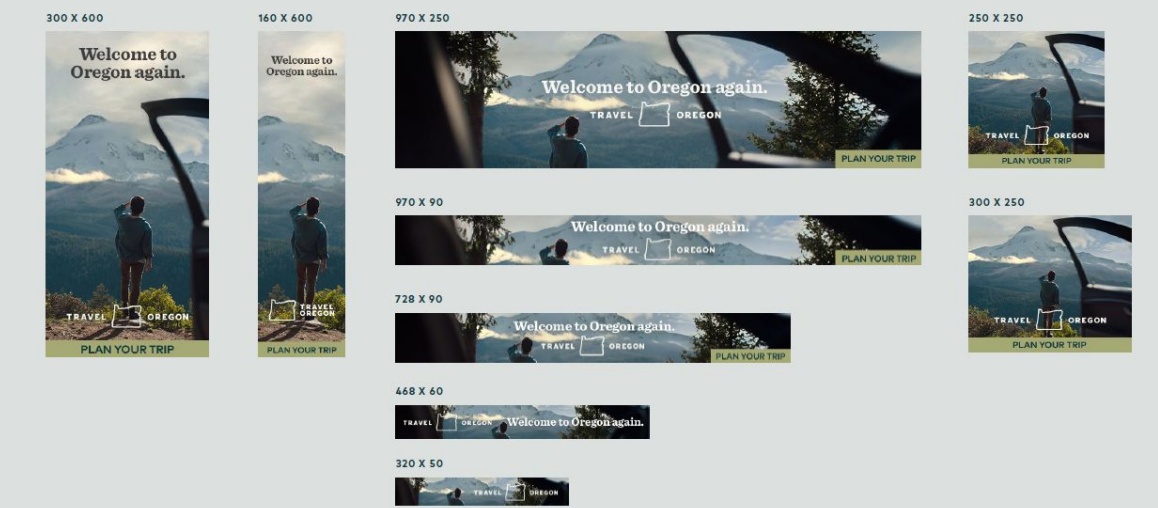


4x :06 Videos

OOH



Digital Asset Kit



THE ACTIVE ADVENTURER & MULTICULTURAL AUDIENCES

DEMOGRAPHICS

AGE	
18-24	17%
25-34	38%
35-44	27%
45-54	18%

RACE & ETHNICITY	
White	60%
LatinX	18%
Asian	11%
Two or more	5%
Black	3%
Native American	1%

Family Life Cycle	
Pre-family	60%
Family with children 7+	15%
Family with children 0-6	12%
No children	14%

TRIP PREFERENCES

LEISURE TRIPS MOST PREFERRED	
Lake/Mountain/Countryside	68%
Sightseeing/tourist	63%
Beach Vacation	61%
Culture and history	56%
Short city trip	50%
Activities/sports (e.g., walking, hiking, cycling)	38%
Camping/caravaning	38%
Theme/amusement park	33%
Winter sports	20%
Spa trip/health trip	19%
Sailing/boating	13%
Volunteer & eco-tourism	14%

FOOD ATTITUDES

CRITERIA FOR SELECTING RESTAURANTS	
Fair treatment of staff	40%
Healthy menu	34%
Locally sourced	33%
Sustainably sourced	27%
Organic ingredients	22%
In-season produce	22%
Fair trade	21%
Vegetarian options	18%
No/little food waste	16%
Vegan options	15%
Kids menu	13%

RECOMMENDATION TO INSPIRE

IMPRESSIONS	KPI	ASSETS	ADARA TRACKING
4.9MM	Bookings, Clicks	:30, :15 (GM & SL)	✓

DETAILS

- Bring back Gamut after observing strong ADARA results with online video
- Surround long-form content, reaching engaged viewers
- Hone in on Active Adventurers, Foodies and LatinX
- Retarget website visitors on their TV screens
- Setup “Portland” & “Excluding Portland” targeting to ensure regional equity and customize creative rotation
- **Gamut will cover the costs of ADARA’s new CTV study!**

EXAMPLE SITE LIST

The image displays a grid of logos for various channels, categorized into three sections:

- ENTERTAINMENT:** FOX, abc, NBC, VIACOMCBS, AMC NETWORKS, pluto TV, turner, tubi, CRACKLE, AT&T tv NOW
- SPORTS:** ESPN, FOX SPORTS, MSG NETWORKS, MLB, CBS SPORTS HQ, NHL, PAC 12 NETWORKS, NBA, GOLF, fubo TV
- LIFESTYLE:** A+E NETWORKS, Crown Media (including Hallmark Channel and Hallmark Movies Now), Discovery, NATIONAL GEOGRAPHIC, UNIVISION, TELEMUNDO

SPONSORSHIP MEDIA

BUY DETAILS

Impressions: TBD **Flight:** 6/1-7/25 (dark week of 6/28)

HIGHLIGHTS

- Surround Portland Pride tentpole across TV and digital
- Maintain a presence around all Timbers games during the flight in-stadium, on TV and across game highlights
- Establish key partners now with the opportunity to make a larger impact next year with more in-person events

RECOMMENDED PARTNERS



PORTLAND

PRIDE SPONSORSHIP



IMPRESSIONS	KPI	ASSETS	ADARA TRACKING
TBD	Clicks	TV BBs, video, display	TBD

DETAILS

- Drive deeper connections with Portlanders and LGBTQ+ viewers, highlighting Oregon as an inclusive travel destination
- What's included...
 - :15s promotional announcement with logo (20x KOIN, 20 CW)
 - AM Extra interview with Travel Oregon spokesperson
 - :05s TV Billboards to air in Pride Parade segment (2x)
 - Logo and audio mention in Pride Parade open animation
 - Sponsorship announcement by Parade Marshall/MC
 - Banners and video across KOIN.com
 - Logo included in Homepage Takeovers on KOIN.com promoting Pride Month

TV BILLBOARD EXAMPLE



:05s with logo on screen plus audio acknowledgement of sponsorship and tagline

OOH OVERVIEW

BUY DETAILS

Impressions: 7.2MM

Flight: 6/1-6/27 (4 weeks)

HIGHLIGHTS

- Inspire Oregon travel by surrounding high trafficked areas in each key market
- Run on digital units to maximize flexibility
- Prioritize charging stations to reach affluent and socially responsible travelers

KEY MARKETS

Portland



Eugene



Medford



OOH: PORTLAND



Charging Stations (86 screens)



Airport: Arrivals Escalator

OOH: EUGENE DETAILS



Digital Bulletin: I-5, 2100 ft South of Baseline Highway

OOH: MEDFORD



**Digital Poster: Crater Lake Highway
(Facing North)**



**Digital Poster: Crater Lake Highway
(Facing South)**

OOH: MEDFORD CONTINUED (FACING SOUTH)



OOH: MEDFORD CONTINUED (FACING NORTH)



RECOMMENDATION TO ENGAGE

ONLINE VIDEO & DISPLAY OVERVIEW

BUY DETAILS

Impressions: 7MM

Flight: 6/1-7/25 (dark week of 6/28)

HIGHLIGHTS

- Focus on key audiences: Active Adventurers, foodies, multicultural, LGBTQ+
- Setup campaigns to deliver impressions against “Portland” and “Excluding Portland” lines to ensure equitable coverage
- Surround Top Chef content and viewers to keep Oregon top of mind
- Connect with travel intenders and TravelOregon.com site visitors to drive viewers down the funnel
- Hold \$15K in slush to re-invest into the most efficient booking driver

**Includes estimated impressions from slush (~2MM impressions)*

RECOMMENDED PARTNERS



DIGITAL VIDEO



VIDEOS	KPI	ASSETS	ADARA
2.9MM	VTR, Clicks	:30, :15, :06	No

DETAILS

- Leverage TrueView to most effectively reach viewers:
 - *Active Adventurers & Foodies*: kayaking, clean eating, Top Chef
 - *Diverse Interests & Travelers*: NBA, K-Pop, Drag, social justice, travel tips
 - *Spanish Language Speakers*: soccer, travel tips, changemakers
- Strategic suppression and remarketing to drive viewers down the funnel:
 - Suppress viewers from LP's remarketing pool
 - Funnel engaged viewers into LP's remarketing campaign
 - Retarget viewers with :06s bumper videos
- Feature CTAs and banners to maximize web traffic and drive leads
- Pixel TO.com to learn which audiences most effectively drove traffic
- Measure Oregon travel intent lift with an AV Brand & Search Lift Study

SOCIAL GOOD CONTENT EXAMPLES



DIGITAL DISPLAY

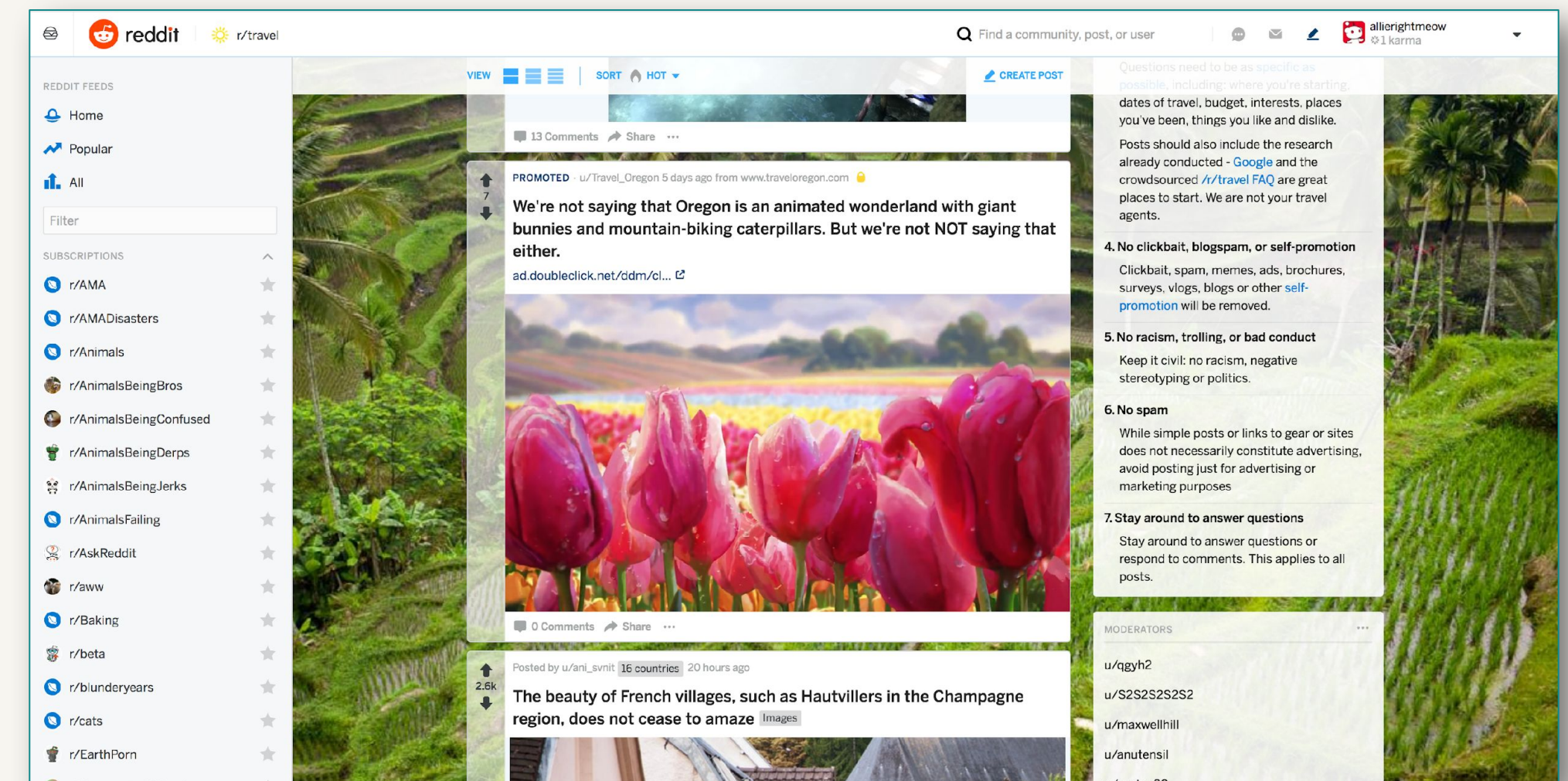


Clicks	Views	KPI	ASSETS	ADARA
5.2K	350K	Bookings, Clicks	:30, :15, :06 & Display	✓

DETAILS

- Run with Reddit after observing strong ADARA results
- Surround Active Adventurers, Top Chef fans and cord cutters as they browse the homepage and subreddits.
- Setup “Portland” & “Excluding Portland” targeting to ensure regional equity and customize creative rotation
- Run a combination of video and display promoted posts, exposing readers to a wide range of Oregon scenery
- Contract plan off of clicks (display) and views (video) in order to maximize website traffic and bookings

PROMOTED DISPLAY POST IN /TRAVEL



DIGITAL DISPLAY



IMPRESSIONS	KPI	ASSETS	ADARA
3.8MM	Bookings, Clicks	Display	✓

DETAILS

- Test Engine’s ScreenSync product, targeting Oregonians who have viewed this **Top Chef** season on linear TV
- Exclude “Portland” from targeting, driving Oregonian Top Chef fans to this season’s destinations
- Run similar spend as Reddit, testing the two partners side by side in ADARA

SCREEN SYNC ACR TECHNOLOGY

REACH YOUR TARGET AUDIENCE ON THEIR ‘SECOND SCREENS,’ BASED UPON SPECIFIC TV VIEWERSHIP BEHAVIORS.

SAMPLE TV SEGMENTS AVAILABLE:

Genre

News | Politics | History | Sports | Home Care

Viewer Type

Heavy Viewers | Day-Part Specific | Frequency

By Show

America’s Got Talent | Duck Dynasty | Scandal | Real Housewives



SAMPLE DATA PARTNERS:



SOCIAL

WELCOME TO OREGON AGAIN

SOCIAL: STRATEGIC OBJECTIVE

Inform **Oregon-only** Active Adventurers that in-state travel is now encouraged, and inspiring bookings through enticing creative and impactful media.

SOCIAL: OVERVIEW

BUY DETAILS

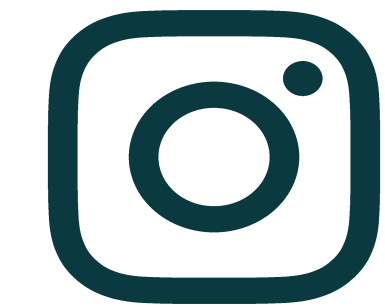
Paid Impressions: 45M

Flight: June 1 – July 25

HIGHLIGHTS

- Integrated content planning that supports regional equity and dispersed visitation
- Prioritization of health and safety messaging across channels
- Incorporation of Spanish-language versions of key creative
- Focus on storytelling and itinerary inspiration, while keeping our audience informed on statewide updates
- Incorporate direct calls-to-action for trip planning and booking
- Promote Oregon experiences by tapping into traveler nostalgia to inspire exploration in Oregon, when the time is right for them

CONSIDERATION SET



SOCIAL: AUDIENCE

SOCIAL AUDIENCE:

Demo: "Active Road Trip Adventurer" (18-54+)

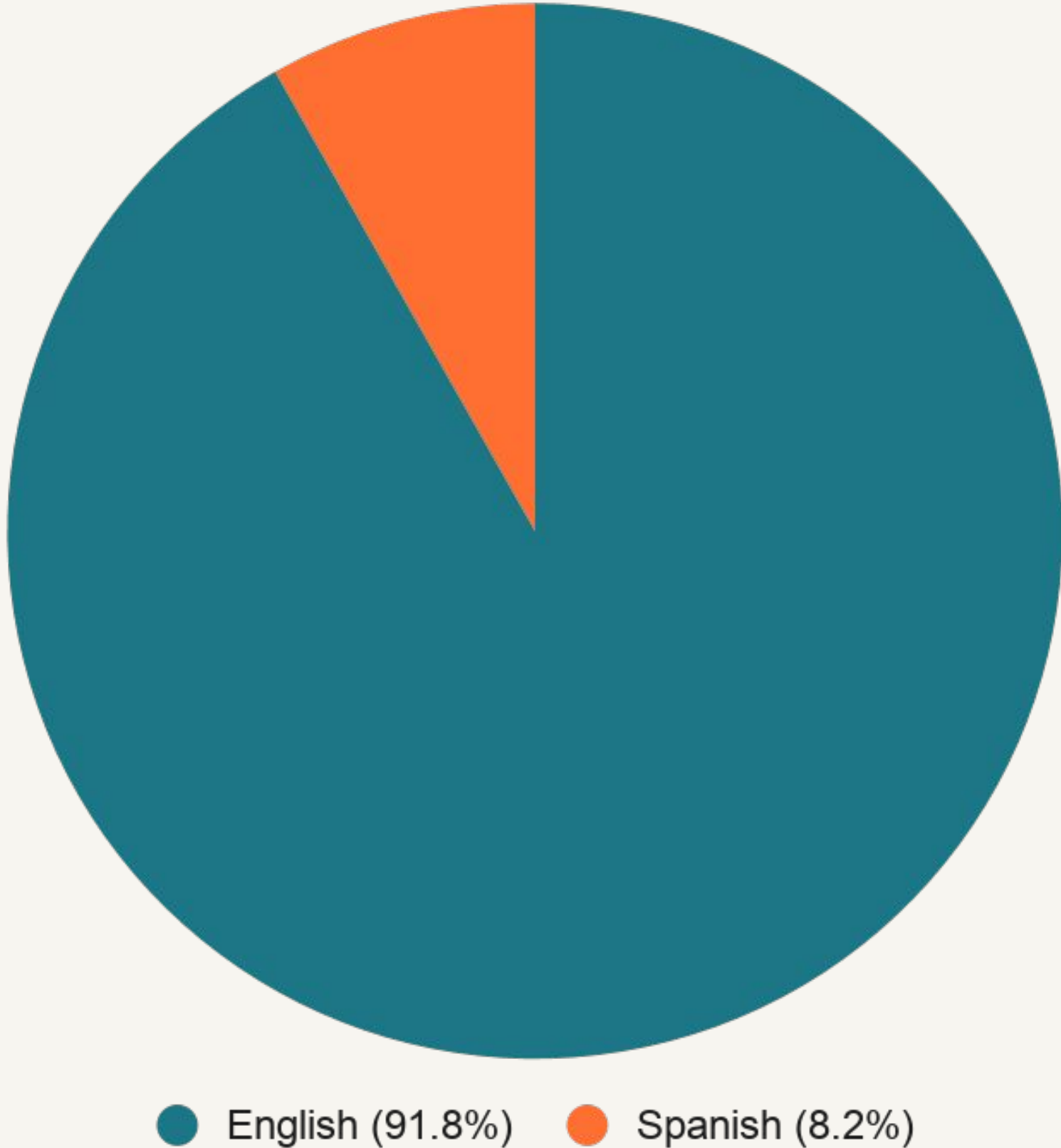
Primary Market:

Oregon only – with focus on Portland, Bend and Eugene.

Language:

English and Spanish speaking.

Interests: Adventure travel, Outdoors, Hiking, Whale watching, Fishing, Surfing, Outdoor recreation, Beer, National park, Walking, Cross-country skiing, hiking trails, Mountain biking, Wine, Food & Wine, Paragliding, Climbing, History, Ghost town, Road trip, Active vacation, Skiing, Oregon, Camping, Freestyle skiing, State park, Mount Hood, Tennis, Cycling, Campfire, Mountaineering, Summer vacation, Snowboarding, Foodie or Horseback riding



SOCIAL: SPANISH

AUDIENCE CONSIDERATIONS

33

- Language targeting for Spanish speakers.
- Multicultural behavior affinity (identifying as Hispanic or Spanish) including bilingual speakers in the state of Oregon.

TACTICS

- In-language posts promoting key destinations and activities.
- Spanish language content from [TravelOregon.com](https://www.traveloregon.com).



SOCIAL CAMPAIGN TACTICS

SOCIAL: KPI OVERVIEW

CLICKS

GOAL

Promote key Oregon experiences through the lens of health and safety via itinerary-based website content.

APPROACH

Traffic-focused ads will be optimized with interest-based targeting, and will aim to achieve the lowest CPC.

KEY BENCHMARKS

CPC

VIDEO VIEWS

GOAL

Maximize number of 3s views on all video units: 6s/15s/30s.

APPROACH

Video-focused ads will aim to achieve the lowest CPV and will focus on 6s/15s/30s spots.

KEY BENCHMARKS

CPV

AWARENESS

GOAL

Increase awareness of Oregon's regions and experiences and inspire travel within our Active Adventurer market.

APPROACH

Awareness-focused ads will aim to achieve the lowest CPM will focus on the 6s/15s/30s spots.

KEY BENCHMARKS

CPM

SOCIAL CONTENT OVERVIEW

SOCIAL: CAMPAIGN STILL ASSETS



Vertical Stills: 1080x1920 and 1000x1500



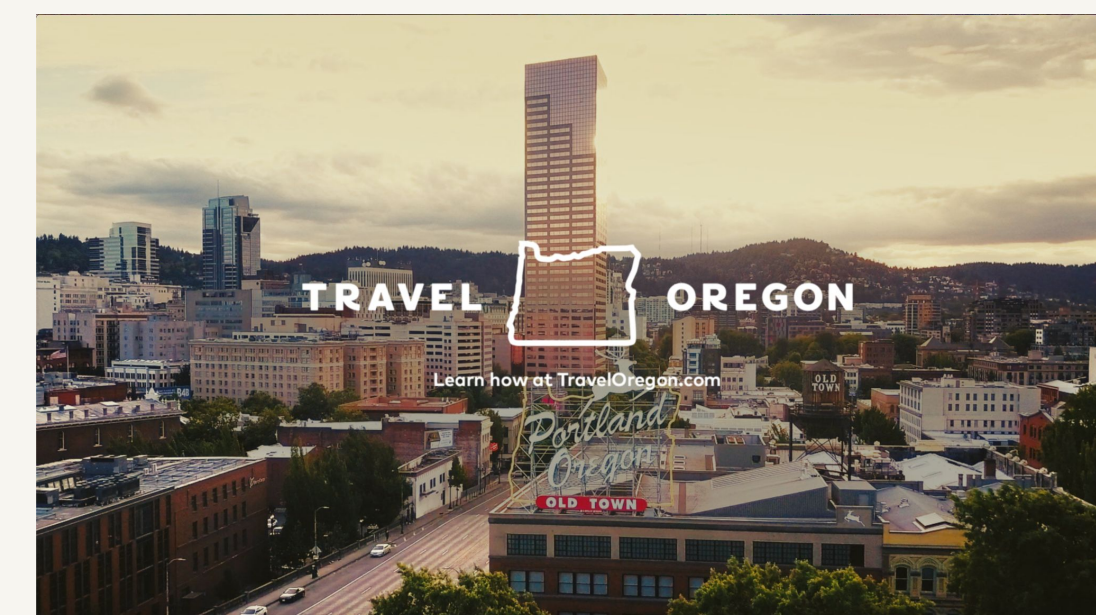
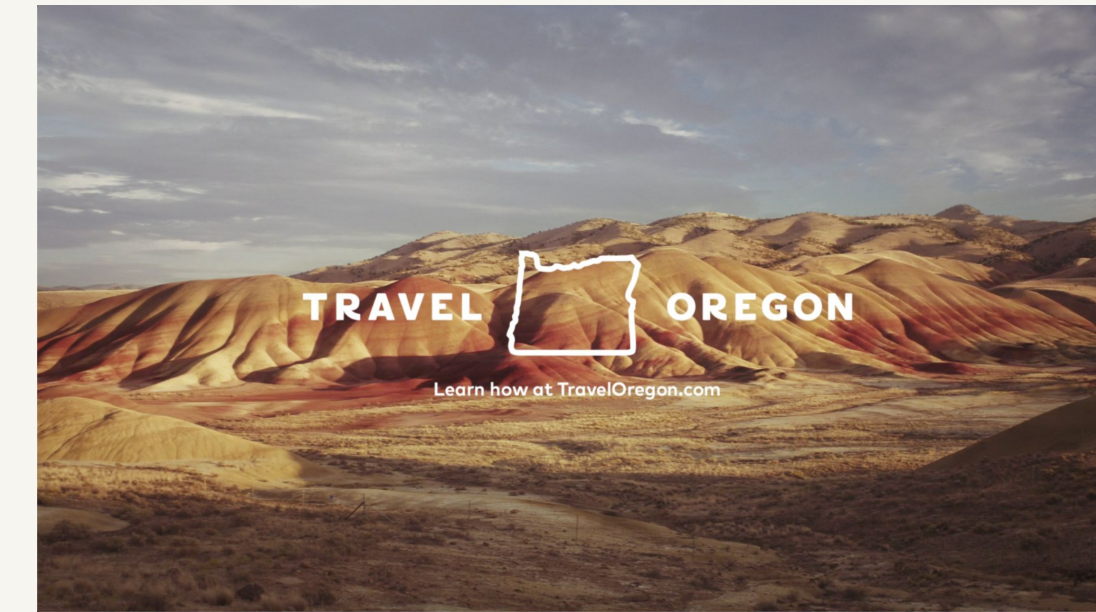
Square Stills: 1080x1080

SOCIAL: CAMPAIGN 15s & 30s VIDEO ASSETS

1x:30 (1x1 and 16x9)

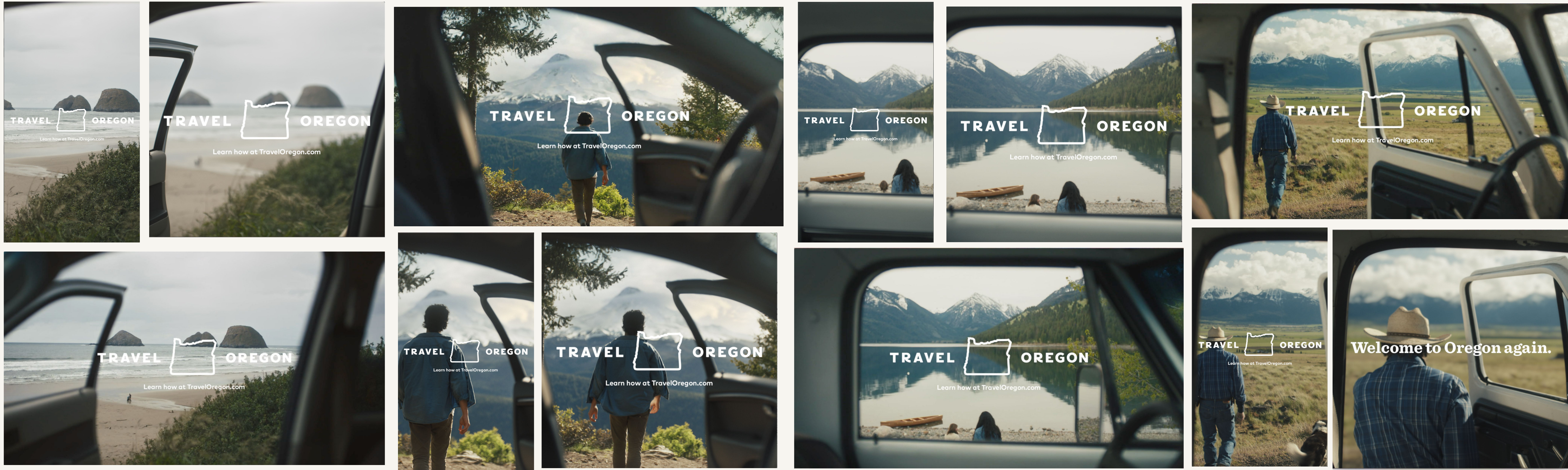


3x15s (1x1 and 16x9)
Portland, Crater Lake, Painted Hills



SOCIAL: CAMPAIGN 6s VIDEO ASSETS

4x:06s (9x16, 1x1, 16x9)
Mt Hood, Zumwalt, Coast, Wallowas



RECOMMENDATION TO BOOK

OTA OVERVIEW

BUY DETAILS

Impressions: 8.3MM

Flight: 6/1-7/25 (dark week of 6/28)

HIGHLIGHTS

- Prioritize multicultural audiences, inviting all communities to travel in-state; plans specifically speak to Black and Asian audiences to ensure BIPOC reach baselines are met
- Target Active Adventurers with outdoor, foodie, arts and culture targeting
- Setup “Portland” & “Excluding Portland” targeting to ensure regional equity and customize creative rotation

RECOMMENDED PARTNERS



OTA - DIGITAL VIDEO & DISPLAY



IMPRESSIONS	KPI	ASSETS	ADARA TRACKING
5.2MM	Bookings, Clicks, VCR	:30, :15, :06 & Display	✓

DETAILS

- Run with Sojern based on strong ADARA results results (Travel Safe drove a \$17.22 CPB)
- Connect with travelers with video and display, driving awareness with video and website traffic with display
- Retarget website visitors with newsletter signup CTA
- Planned similar budget as TripAdvisor to see how booking performance compares against the two

SOJERN AUDIENCE TECHNOLOGY



OTA – DIGITAL VIDEO & DISPLAY



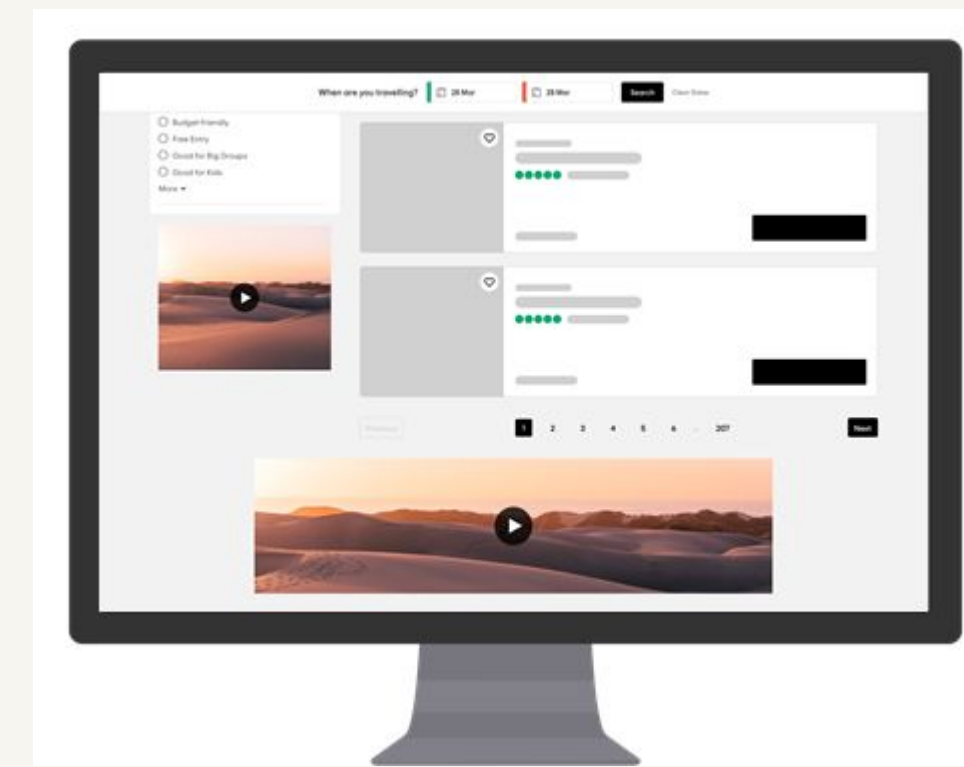
IMPRESSIONS	KPI	ASSETS	ADARA TRACKING
3.1MM	Bookings, Clicks, VCR	:30, :15, :06 & Display	✓

DETAILS

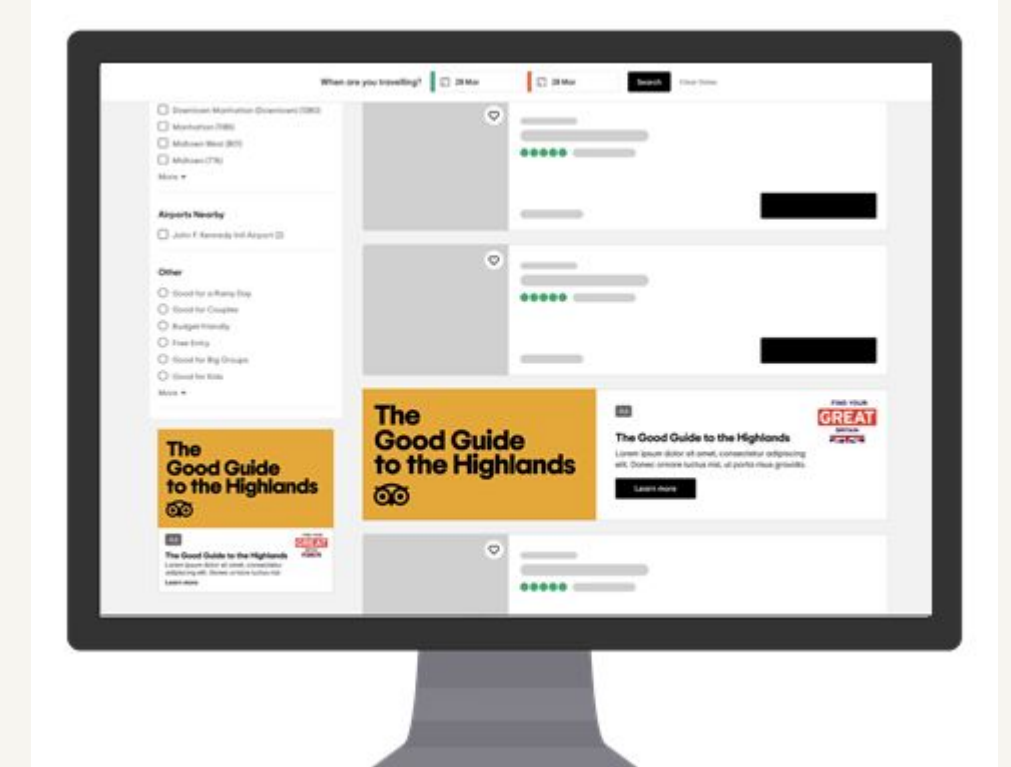
- Bring back TripAdvisor based on efficient ADARA results
- Test outstream video, comparing performance to Explorer which drove strong bookings in past campaigns
- Run standard banners, which typically drive efficient bookings

VIDEO UNITS

Explorer Video



Outstream video



**Previously called "Native Video"*

REGIONAL DIRECT INVESTMENT

BUY DETAILS

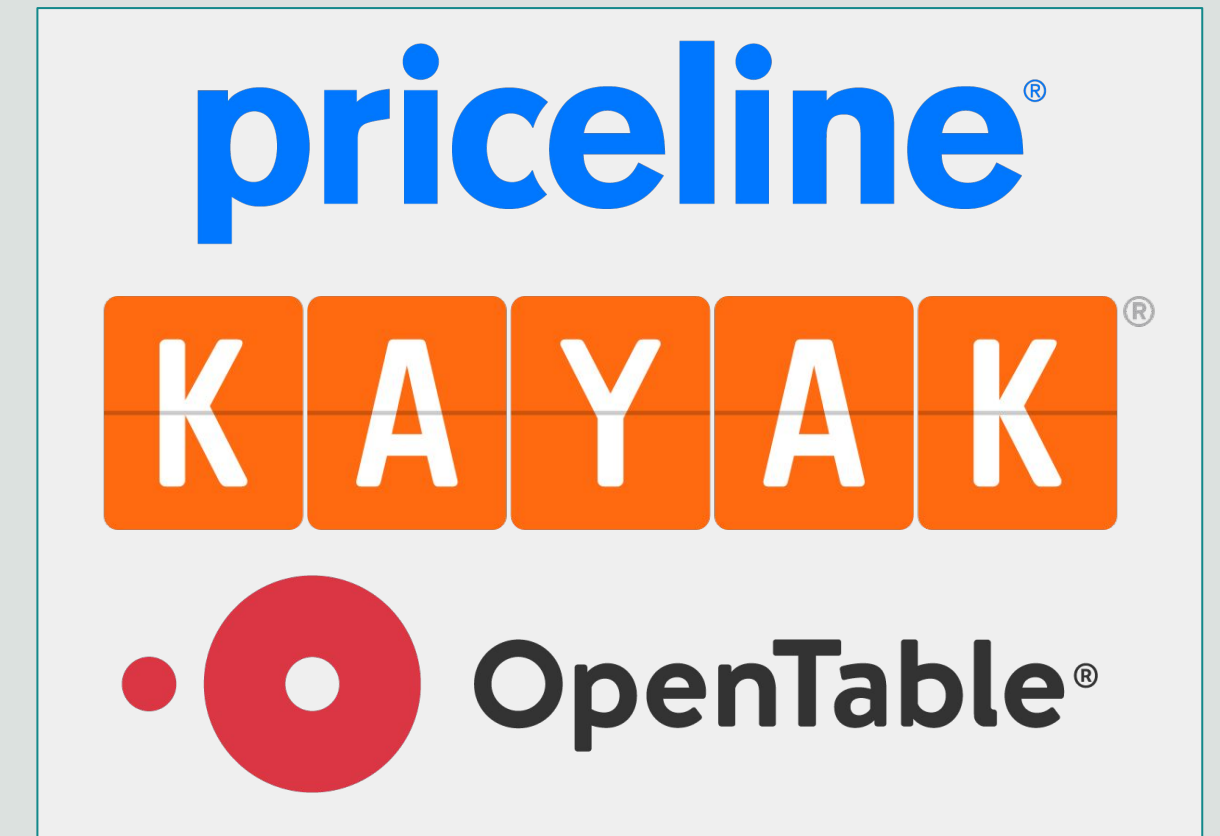
Total Impressions: 34MM

Flight: 6/1-8/29 (dark week of 6/28)

HIGHLIGHTS

- Each region will receive a plug & play plan including a combination of audience targeted media and itinerary-focused custom content
- Custom content will be housed in Travel Oregon's own Priceline and Kayak content hubs; each region will have its own page
- Opportunity to drive clicks to RDMO website and content hub
- Region works directly with the media partner to coordinate the asset plan; option to leverage both custom content and brand assets among ROS media
- Includes on-site & off-site media, reaching travel intenders across the web
- Post-campaign audience insights & bookings report

RECOMMENDED PARTNER



LOGICAL POSITION RECOMMENDATION



Welcome To Oregon Again

Paid Search Plan



Karly Scott | Senior Account Manager
Kenzie Baker | Search Team Lead



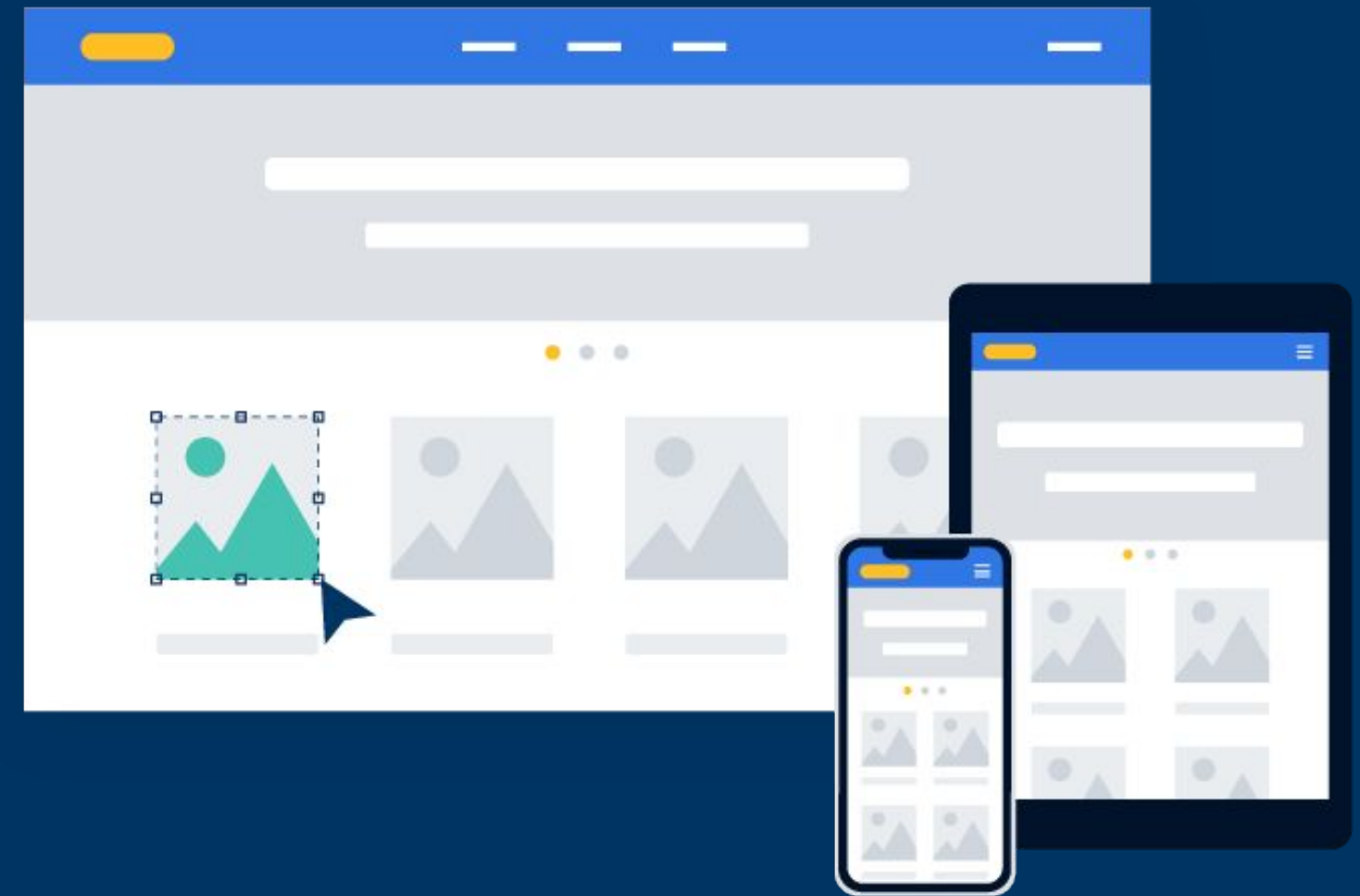
@LogicalPosition



LOGICAL
POSITION

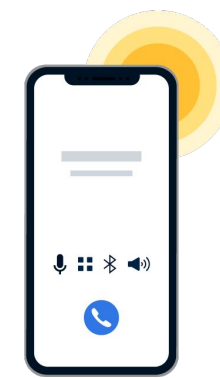
Campaign Recommendations

- Search
- Display
- YouTube



Google Ads Goals

- Invite Oregonians to celebrate local travel
- Inform active adventurers that in-state travel is now encouraged and inspire travel planning through the Travel Oregon website
- PPC's role in this is to drive clicks to the website through keyword targeting and remarketing
- We would only be targeting Oregonians for this campaign



Paid Search



Paid Search

The Goal: Capture interests in Oregon by driving them to TravelOregon.com

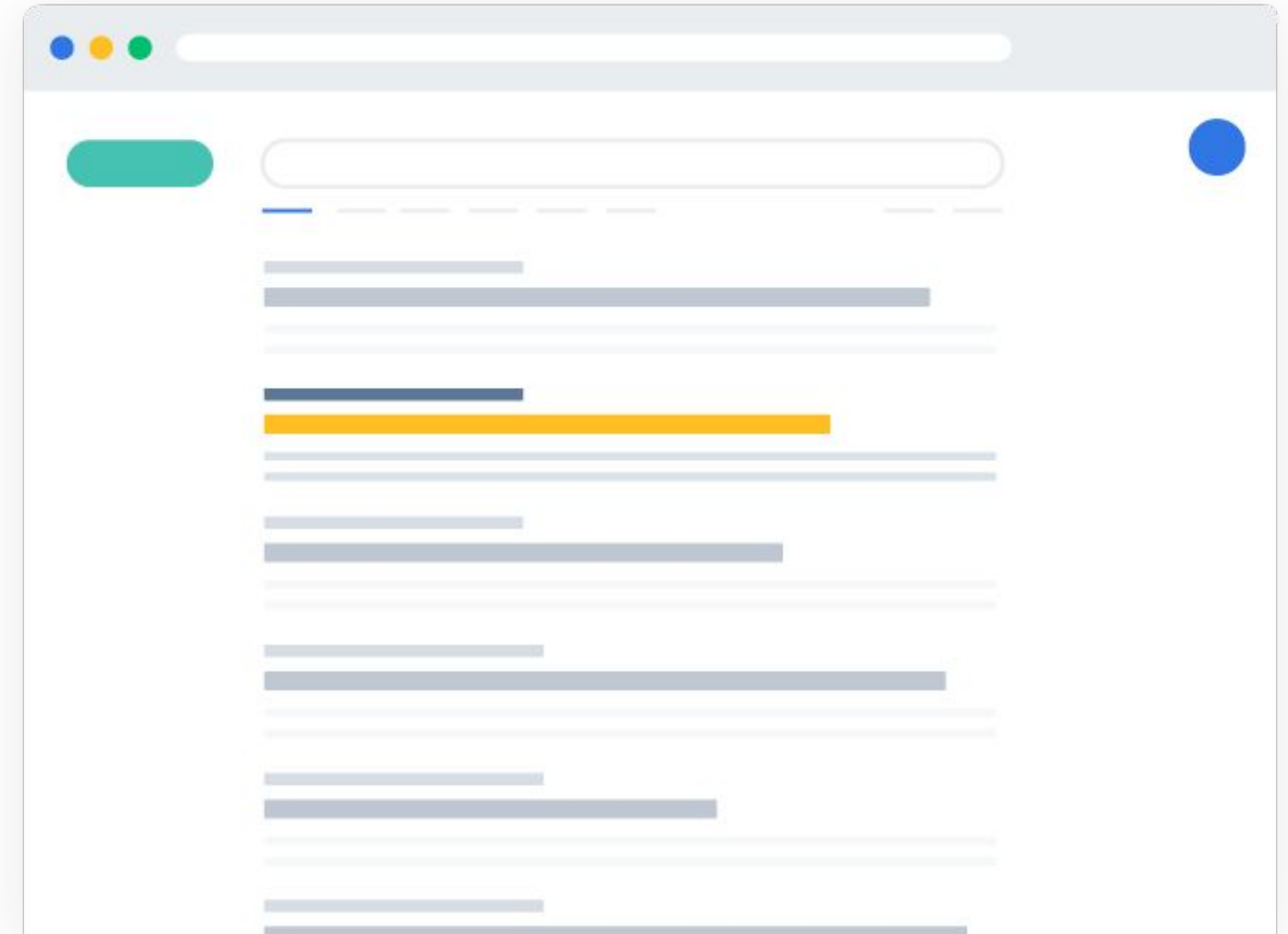
The Benefit: Our most cost-effective channel to generate a high volume of clicks with a high level of engagement

The Focus: While other channels will be concentrating primarily on generating awareness, paid search will focus on driving traffic to the website to encourage local travel



Paid Search - Strategy

- Utilize ad copy that aligns with our campaign - Welcome Back to Oregon
- Expand our keyword targeting (if applicable)
- Push spend towards the keywords that are driving the most clicks
- Optimize off of engagement - time on site, Travel Guide Orders, Email signups



Paid Search - Ad Example

Ad

TravelOregon.com - Travel Oregon™ Official Site
Plan Your **Oregon** Getaway. **Oregon**, Where Lifetime Memories are Made. Plan Your Vacation With **Travel Oregon™**. There Isn't A Single Amazing Thing About **Oregon**. There Are About Ten Zillion. Places To Stay. **Travel** Ideas. The **Oregon** Coast. Portland, **Oregon**.

Sitelinks

Travel Guides Get The Scoop On Oregon's People, Places, And Happenings.	Oregon Birthday Giveaway Win Two Pendleton Woolen Mills Crater Lake National Park Blankets.
Things To See And Do There's Lots To See & Do In Oregon. Poke Around & Add Some To Your List	Travel Oregon Newsletter Tons Of Getaway Ideas, Contests, And Things To Do In Oregon.

Ad Extensions: Sitelinks help people get to where they want to go quicker resulting in increased conversion rates. We'll add sitelinks for the campaign landing page



Display



Display



- **Campaign Types:** Remarketing & Prospecting
- **The Goal:** Re-engage with our current website visitors, video viewers (through Discovery display only) and new audiences to inspire travel and encourage them to utilize Travel Oregon in their planning process.
- **The Benefit:** Our most cost-effective channel to generate a high volume of clicks with a high level of engagement and to create as many touch points as possible with our current audience to keep them engaged.
- **The Focus:** Driving traffic to the website to encourage local travel and generating awareness through prospecting campaigns.



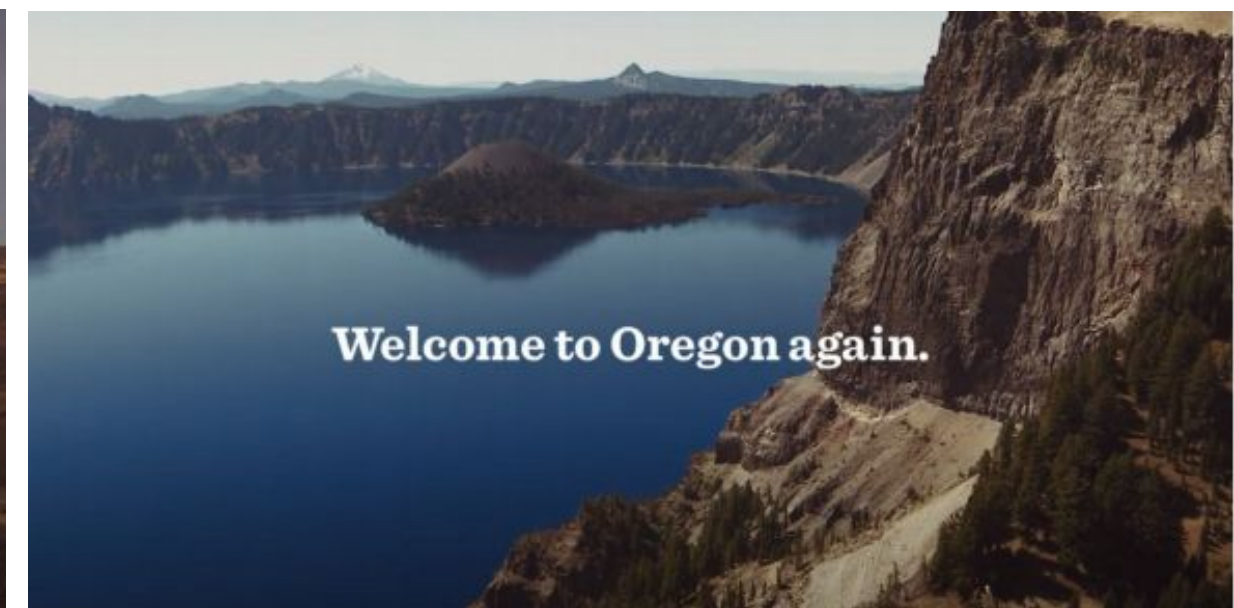
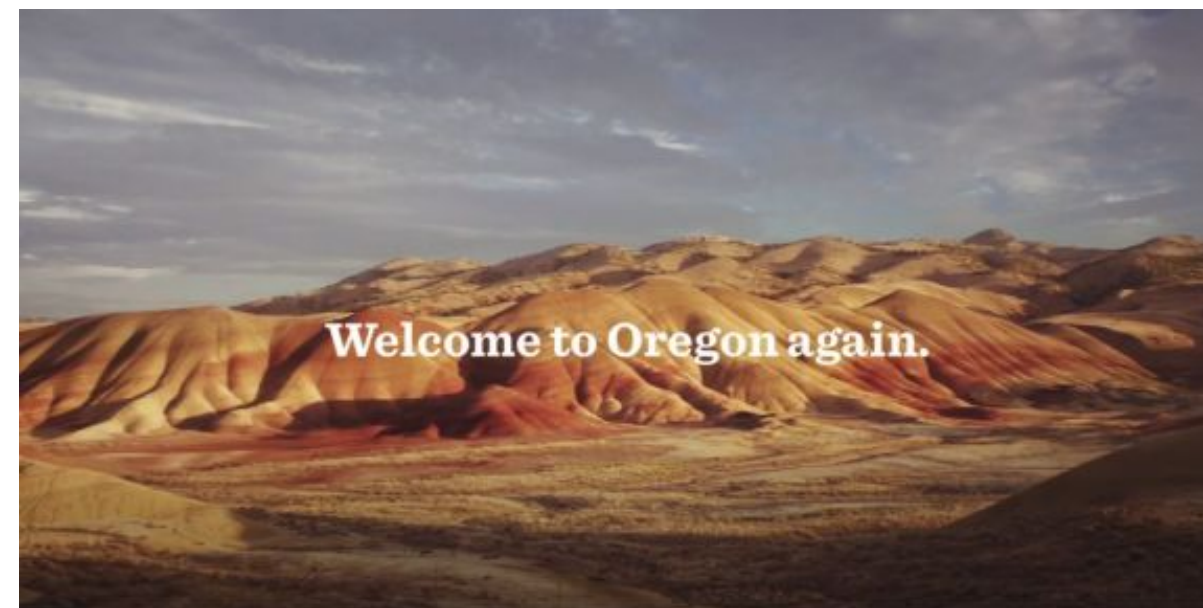
Remarketing - Display



Use the power of remarketing to extend the consumer journey

- Lead consumers directly from inspiration to engagement
- Re-engage Oregon-interested prospects

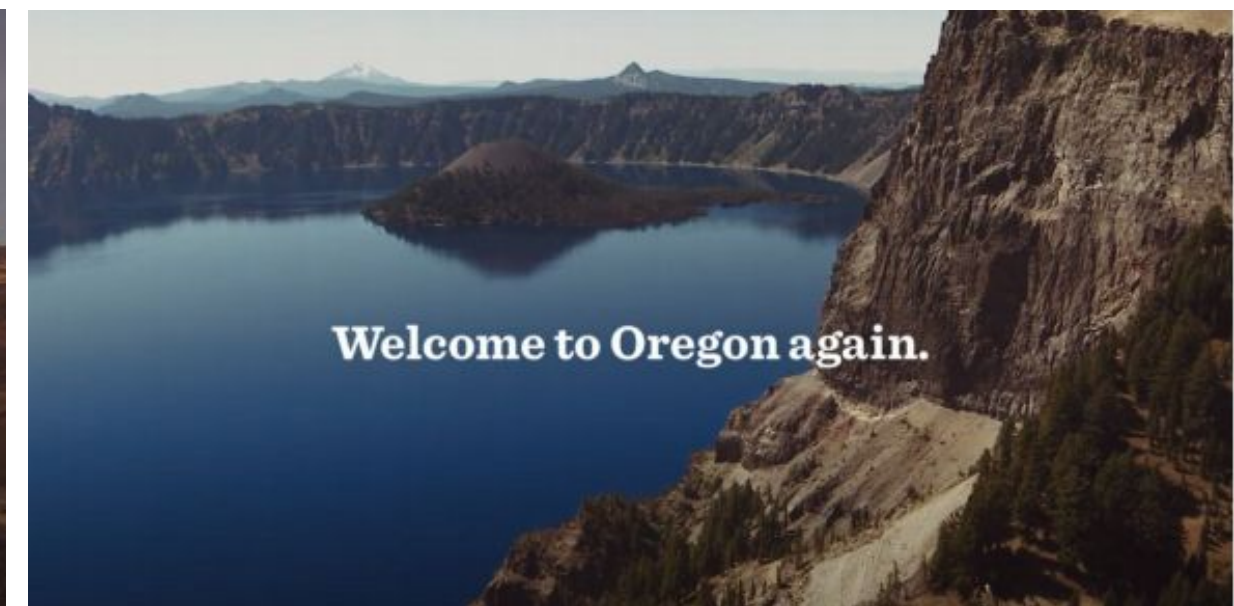
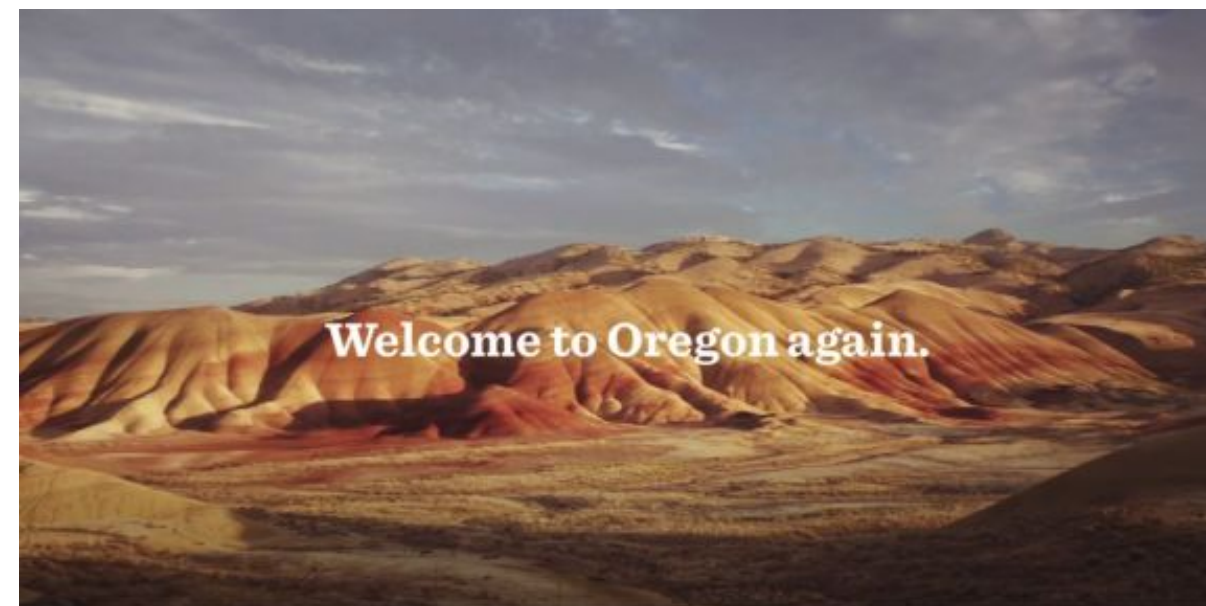
Utilizing this year's creative concepts, we will remarket to website visitors. This creates another touch point to get in front of those who are in travel decision process, reminding the them to keep Travel Oregon in mind.



Prospecting - Display



Tap into specific and highly qualified audiences that align with our Active Adventurer to drive traffic to the website to encourage local travel and generating awareness. We will be targeting people who aren't necessarily familiar with Travel Oregon. This PPC tool will allow us to get in front of new audiences to help generate that awareness.



YouTube



YouTube

- **Campaign Types:** Remarketing
- **The Goal:** Re-engage with our current website visitors and new audiences to inspire travel and encourage them to utilize Travel Oregon in their planning process.
- **The Benefit:** Create multiple touch points with our audience to drive engagement and to keep Travel Oregon top of mind.
- **The Focus:** Driving engagement and awareness to encourage local travel



YouTube

We will run YouTube remarketing campaigns targeting the same audiences we are in display. YouTube is an effective and cost effective medium to create another touch point to get in front of those who are in travel decision process, reminding them to keep Travel Oregon in mind.



BUDGETS & FLOWCHART

GENERAL BUDGET BREAKOUT

OVERALL SUMMARY		
PLATFORM		%
OTT		17%
<i>Gamut</i>		17%
Sponsorships		4%
<i>Pride</i>		1%
<i>Timbers</i>		4%
OOH		4%
Social		28%
Online Video		13%
<i>Zefr</i>		12%
<i>Reddit</i>		2%
Online Display		4%
<i>Reddit</i>		2%
<i>Engine</i>		2%
OTA		10%
<i>Sojern</i>		5%
<i>TripAdvisor</i>		5%
Custom Content		5%
<i>Eater</i>		5%
Search		10%
Ad serving		3%
Slush		2%
TOTAL		100%

FUNNEL BREAKOUT			
PILLAR	PLATFORM	BUDGET	%
Inspire	Sponsorships, OTT, OOH	\$254,355	17%
Engage	Social, Video & Display, Custom Content	\$500,000	34%
Book	Search, Slush, Co-Op	\$705,645	48%
<i>Total</i>	Excludes ad serving	\$1,460,000	100%

FLIGHTING

May					June				July				August			
3	10	17	24	31	7	14	21	28	5	12	19	26	2	9	16	23

OTT

6/1-7/25

OOH

6/1-6/27

CUSTOM CONTENT

TBC

OLV + DISPLAY

6/1-7/25

SOCIAL

6/1-7/25

SEARCH

6/1-7/25

CO-OP OTA

6/1-8/29

PRIDE SPONSORSHIP

6/1-6/30 *Pride Day (Sun. 6/20)*

TIMBERS

Sat. 6/19 Sat. 6/26

Sat. 7/17 Weds. 7/21